

# **RJ REYNOLDS**

TOBACCO COMPANY

June 19, 1997

J. Campbell  
Promotional Coordinator

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***SALES REPS W/DIRECT ACCOUNTS  
ACCOUNT MANAGERS  
KEY ACCOUNT MANAGERS***

## ***REVISED CORRESPONDENCE***

THE SALEM .30¢ TEAR TAPE PROMOTIONAL FORMS WHICH WERE  
MAILED TO DIRECT ACCOUNTS ON JUNE 12TH CONTAINED INCORRECT  
UPC CODES: *PACK UPC CODES* WERE USED ON THE FORMS RATHER  
THAN *CARTON UPC CODES*.

ATTACHED ARE REVISED FORMS FOR EACH OF YOUR DIRECT  
ACCOUNTS. ORIGINAL LETTERS AND CUSTOMER LISTS ARE NOT BEING  
FORWARDED, ONLY THE NECESSARY UPDATED FORMS.

PLEASE CONTACT YOUR DIRECT ACCOUNTS THAT REQUIRE CASE CODE  
UPCS AND PROVIDE THEM WITH THESE REPLACEMENT FORMS IF  
NECESSARY. (IF THEY DO NOT REQUIRE CASE UPC CODES, NO ACTION  
IS REQUIRED).

THANKS FOR YOUR ASSISTANCE WITH THIS, AND IF YOU HAVE ANY  
QUESTIONS, PLEASE CONTACT ME.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc

51845 5883